



Representative

George R. Nethercutt, Jr.

Washington's 5th District

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RECOGNIZING PUBLIC SERVICE BY WASHINGTON STATE BROADCASTERS

REPRESENTATIVE GEORGE R. NETHERCUTT, JR.

MAY 6, 1998

Mr. Speaker, I rise today to call attention to the outstanding work being done by broadcasters across America, and notably the ones in my own district in Washington.

The Washington State Association of Broadcasters recently completed a survey of its membership and the results were extremely encouraging about the level and types of public service rendered on a daily basis by radio and TV stations in my state.

I want to particularly laud the fine work done by stations in my district, such as KXLY-TV which created a school attendance award that helped decrease truancy in Spokane middle schools. KHQ-TV spent hundreds of thousands of dollars for the "Success by Six" program that is helping children throughout Spokane learn to read by the time they are six years old. KREM-TV recently raised more than \$166,000 for programs benefiting women and children, such as the YWCA Transitional School for Homeless Children. And KAYU-TV is teaching kids lessons about fire safety with PSAs throughout their children's programming.

There are many more examples of this kind of public service provided on a daily basis by local broadcasters in Washington state and across the nation. I hope all of us will thank these outstanding broadcasters who truly share the spirit of outstanding public service.

“... in the public interest.”

WSAB

Table of Contents

Executive Summary	I
Quantitative Research Findings: <i>“How Much Washington Broadcasters Do For Their Communities”</i>	II
Qualitative Research Findings: <i>“Stories of the Extraordinary Service Washington Broadcasters Give to their Communities”</i>	III
Thanks: <i>“The Voices of the Citizens of Washington”</i>	IV

“... in the public interest.”



I. Executive Summary

“... in the public interest.” Those words, added to the Communications Act by Washington’s own United States Senator C. C. Dill, form the common commitment of community service among Washington’s free, over-the-air broadcasters, whether they are radio or television stations, large or small, commercial or public, Eastern or Western Washington.

Washington’s broadcasters play a vital and active role in the lives of every Washington community every day. And we are proud of the good work we do for our neighbors.

The Washington State Association of Broadcasters wanted to take this opportunity to share with you some information and stories about our service to our communities of which we are very proud. We hope that you, too, will be proud of the extraordinary efforts which Washington broadcasters perform every day.

WSAB conducted a quantitative survey of television and radio stations in Washington to determine the extent of station engagement in public service and community activities during November, 1997, using a 33-question survey. All 18, or 100%, of the commercial TV stations in Washington, participated in the survey; of the 69 commercial radio station groups, representing nearly 200 individual radio stations, 63 groups, or 91% replied. The overall response rate for radio and TV combines was 93%.

Radio and television stations across Washington raised more than \$15.5 Million from the Fall of 1996 through the Fall of 1997 for charities, charitable causes or needy individuals, according to the quantitative survey conducted by WSAB. The survey also found that stations donated nearly \$17 Million in airtime for Public Service Announcements on topics ranging from drug abuse prevention to the importance of voting.

If Washington state were typical (it is not because its smaller number of TV and radio stations puts it in the lower middle third of states), that \$15.5 Million could be extrapolated to represent the nationwide raising of more than $\$3/4$ of a Billion for charities, charitable causes and the needy.

Other highlights of the survey results include:

- 88% of Washington television stations and 91% of radio stations say they helped charities, charitable causes or needy individuals through fund-raising and other types of support.
- TV stations in Washington typically broadcast approximately 95 Public Service Announcements each week; radio stations broadcast approximately 100 PSAs in a typical week.
- 2/3 of Washington radio and television stations were involved in either on-air campaigns – either through local news broadcasts, PSAs or public affairs programming – or off-air activities to aid victims of a disaster.

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- The leading topics of Public Service Campaigns conducted by Washington broadcasters included: 1) Charitable events/donation drives (“Walk ‘n’ Knock Food Drive,” “Project Santa,” “Northwest Harvest Food Drive”); 2) Local community events (“Spokane Lilac Festival,” “Yakima Greenway”) and awareness campaigns (child abuse prevention, seat belts, drunk driving); 3) Promotion of Service Clubs (Boys/Girls Clubs, Jr. Achievement).
- 94% of TV stations and 85% of radio stations ran PSAs addressing alcohol abuse; 94% of TV stations and 91% of radio stations ran PSAs addressing drunk driving.
- Almost all stations (94% of TV and 100% of radio) appealed to their audiences to vote, either through PSAs, public affairs programming or the news.
- Seven of 10 TV stations and 39% of radio stations ran special programming segments profiling candidates and/or their stands on the issues.

Statistics alone cannot tell the whole story of how Washington broadcasters contribute to the quality of life in their communities. The second part of WSAB’s research program was a series of qualitative interviews with the General Managers and Community Relations Directors of 10 television and 25 radio stations around the state. The creativity and imagination stations show in responding to the needs of their communities is astonishing. For instance:

- ❖ We heard about the Spokane news anchors that began wearing blue ribbons to honor those who died in the Oklahoma City Federal Building bombing and ended up raising over \$100,000 for the Red Cross.
- ❖ We learned about the Seattle radio and TV stations that joined forces to collect more than 40,000 gifts for 8,532 foster children who would otherwise have had a very bleak Christmas.
- ❖ We found a station that chooses a “charity of the month” to which the station donates its entire month’s proceeds from the sale of all of the station’s “logo” merchandise at its remote broadcasts and special events.
- ❖ And, of course, we heard countless stories of sacrifice, dedication and heroism as Washington broadcasters responded to ice storms in Western and Eastern Washington and the firestorms in Spokane and Chelan County.

The stations have also heard from their viewers and listeners. We found dozens of compelling, heart-warming accounts of how a radio or television station had touch the life of an individual, from saving a life through CPR learned from a station’s public service spot to teaching an 8 year-old a fire safety lesson that could save her life.

Collecting these stories made it clearer than ever that those who live and work in the community truly know best how to serve their communities. Local broadcasters’ public service to their communities is an outstanding example of the old adage that teaches us that if something’s not broken, there’s no need to fix it.

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II. Quantitative Research Findings: “How Much Washington Broadcasters Do for Their Communities”

Introduction

Broadcasters have a mandate to serve the public interest of the communities in which they operate. Given the diversity of communities in the United States, there is a multitude of needs which could be and are addressed over the public airwaves by broadcasters. Indeed, broadcasters are recognizably in a very unique position — every station in the country is a local station and very much a part of the community it is licensed to serve.

Public affairs activities are an integral part of broadcast stations' community involvement. Through public affairs activities, stations help increase awareness of issues that affect their audiences. Radio and television broadcasters invest both programming and non-programming time and efforts to educate and involve their communities. Programming activities include, but are not limited to, public service announcements wherein stations donate valuable commercial time for messages alerting the public about health threats and other issues. Stations also produce public affairs programs featuring in-depth discussions of problems and remedies. In addition to these programming efforts, broadcasters initiate or are involved in many activities and community groups aimed at educating and involving their communities.

While the ways in which broadcasters are involved in their communities may seem similar, every local broadcaster's efforts are different. Public service campaigns undertaken by stations nationwide integrate on-air and off-air efforts. Additionally, since each station cannot address every need of their given community as their top priority, stations each focus on different needs, thus addressing overall the diversity of issues within a community. In any given community, the local broadcasters' unique responses and approaches to the diversity of issues is also supplemented by major national efforts.

The Washington State Association of Broadcasters conducted a survey of television and radio station executives in Washington to determine the extent of station participation in public affairs activities. Mail or telephone interviews with these executives were completed between September 1997 and January 1998 using the same 33 question survey. Of the eighteen commercial television stations in the state, all replied to this survey (100%); of the 69 commercial radio stations, 63 stations replied (91%), for an overall response rate of 93%.

The data were collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm.

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Donating Time and Raising Money

- Washington TV stations typically run a median of 95 PSAs per week, with radio stations running a median of 100. Using the reported median rate charged for a 30 second spot, these PSAs translate into a median of \$617,500 a year per TV station in donated air time, or an estimated \$10.5 million cumulatively, and \$88,400 per radio station, or an estimated \$6.1 million cumulatively.
- Nearly nine in ten TV stations responding (88%) and 91% of radio stations say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The median amount raised by TV stations was \$140,000, or an estimated \$2.4 million cumulatively, with radio stations reporting a median of \$22,500, or an estimated \$1.6 million cumulatively.

The range of money raised among TV stations is \$1100 to \$7 million, with a range among radio stations of \$100 to \$6 million.

Local Sentiments Guide Broadcasters

- Two-thirds of Washington TV stations and radio stations were involved in either on-air campaigns — either through local news broadcasts, PSAs, or public affairs programming — or off-air activities to aid the victims of a disaster.
- Nearly nine in ten TV stations (88%) and eight in ten radio stations say they involve local businesses in their public service or community campaigns.

Over three-quarters of the executives at these stations (78%) say they consult with local community leaders in deciding the issues and cause for public service programming and the appropriate proportion of locally to nationally produced public service programming to air on their stations.

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Broadcasters Addressing Important Topics

The following table examines some specific issues and the response by stations:

Issue	TV			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	88%	38%	69%	76%	45%	70%
Alcohol abuse	94%	44%	69%	85%	58%	55%
Anti-crime	100%	50%	69%	85%	67%	73%
Anti-violence	94%	50%	69%	82%	61%	70%
Drinking during pregnancy	81%	13%	38%	55%	18%	33%
Drug use/abuse	94%	56%	69%	82%	67%	64%
Drunk driving	94%	25%	69%	91%	52%	70%
Fund raising drives	75%	56%	69%	94%	70%	79%
Hunger/poverty/homelessness	88%	31%	69%	82%	61%	73%

Promoting Participation

Three-quarters of the stations (94% of TV, 64% of radio) typically run a combination of on- and off-air public service campaigns.

Charitable events/donation drives (i.e., Walk'n'Knock Food Drive, Project Santa, Northwest Harvest Food Drive, Coats 4 Kids) were the top topic of public service campaigns by Washington broadcasters in 1997. Local community events/clubs/fairs (i.e., Lilac Festival, Yakima Greenway, Blaine Chamber of Commerce) and awareness campaigns (i.e., Budweiser Beer Safe Driving, child abuse prevention) are tied for the second spot. Service clubs (i.e., Boys and Girls Clubs, Unity Club, Optimists, Junior Achievement, Jaycees) hold third place.

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- One-third of the stations in Washington (38% of TV, 30% of radio) offered free air-time to political candidates in 1996, with the same amount of TV and radio stations actually holding the events. The median value of the air-time was \$5000 for both TV and radio.
- About two-thirds of the stations (50% of TV, 67% of radio) aired a local public affairs program or segment (excluding news broadcasts) dealing with the 1996 elections. Seven in ten TV stations (69%) and 39% of radio stations ran special segments profiling candidates and/or their issue stands.
- Almost all stations (94% of TV, 100% of radio) appealed to their audiences to vote, either through PSAs, public affairs programming or the news.

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III. Qualitative Research Findings: “Stories of the Extraordinary Service Washington Broadcasters Give to their Communities”

As impressive as the public service statistics are, numbers can't always tell the full story. To get the full flavor and depth of the impact that Washington radio and television stations have on the quality of life in their local communities every day, WSAB also conducted in-depth interviews with stations across the state. The result was literally hundreds of stories about how different stations in different communities devote enormous resources – financial and otherwise – to serve the unique needs of their audience. Each community's local needs and circumstances drive Washington broadcasters' public service efforts.

Broadcasters' public service is broad and diverse, and much of what they do never makes it onto the airwaves. Their activities range from helping to provide the most basic human services, such as collecting clothing and canned food for needy families, to keeping kids in school and raising funding for a community greenbelt project.

In between, stations help collect coats and subsistence materials for the homeless, raise money for hundreds of worthy causes and are involved in countless other endeavors, both on and off-the-air. Although the variety of services provided is staggering, and there is no way to catalogue each and every one in something less than an encyclopedic publication, there is a handful of consistent themes that deserve highlighting.

Children

KGMI-AM/KISM-FM in Bellingham focuses its major public service effort in January, February and March each year on children. Their campaign, “KGMI 4 KIDS,” selects three organizations that direct their energies toward children and provide those organizations with \$30,000 worth of airtime, plus production and studio time to make effective, high quality public service announcements. One of the 1997 beneficiaries of “KGMI 4 KIDS” “Foster Families,” a campaign that doubled the number of foster families in Whatcom County last year. In the past three years, KGMI 4 KIDS has benefited the Whatcom Children's Museum, The Royal Family Kids Camp for Abused Children, Big Brothers & Big Sisters, Computers for Kids, and the 4-H Club of Whatcom County.

KXLY-TV in Spokane created “MISS SCHOOL, MISS OUT,” a school attendance incentives program, in response to an alarming truancy rate at Spokane middle schools. In the beginning, some schools had an absentee rate of more than 15%, more than twice the normal rate. One principal said that fewer than 5 of his students would qualify for an attendance award. In the first year of the program, that same principal had 125 students qualify for an award. The program ran in 22 schools and affected some 3,500 students.

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KIRO Radio and KIRO-TV, Seattle, partnered to produce the “FOSTER CHILD HOLIDAY MAGIC” campaign. In five days, the stations raised more than \$30,000 in cash and collected more than 40,000 gifts that helped 8,532 foster children have a bright Christmas.

KPLZ-FM, Star 101.5, in Seattle, created the STARLIGHT FOUNDATION to serve the needs of kids with life-threatening illnesses. They make wishes come true. It all started with a concert donated by Kenny G, a golf tournament and an auction. In the last 5 years, the STARLIGHT FOUNDATION has raised over \$1 Million. But, more importantly, a lot of kids have found out that life is not so short that dreams can't come true.

Donation Drives

Flooding in Centralia and Chehalis not only left many residents homeless, but when a fire destroyed the local RED CROSS office, KELA-AM/KMNT-FM rallied to the rescue. The stations organized the community and produced an extensive 8-week campaign that raised approximately \$25,000 and enabled the RED CROSS to continue operation in a new facility.

“KOZI Bags Groceries” for the local FOOD BANK in Chelan. How do you get the community involved? Get involved in the community. What's more fun than watching your favorite d. j. bagging groceries and taking them out to the car? Maybe watching the police chief, the hospital administrator or the FOOD BANK director. KOZI got everyone involved with a remote broadcast that collected more than \$1,500 and hundreds of pounds of food at Christmastime.

A listener, a social worker, contacted KMPS in Seattle. He knew of a single mother of four whom he felt was really trying to keep her family together, but was having problems with some maintenance on her home, which might cause her to have to split up the family. The station featured the story, interviewed the woman and arranged for other listeners, a plumber and an electrician, to bring her home up to code, as the city had demanded. Other listeners donated toys and clothing for the family.

Every year, KOMO-TV and KOMO Radio in Seattle collect donations for “FOOD LIFELINE. Since the program began eight years ago, listeners and viewers have donated more than 4 Million pounds of food and more than \$500,000 to help feed hungry people in Western Washington.

There's nothing so heart-wrenching than a child shivering in cold grip of winter. Spokane's KXLY takes advantage of its radio/TV combination to collect, clean and distribute nearly 9,000 coats to needy children every year. The station produces and broadcasts a kick-off blitz of public service announcements in September that promotes the collection of the coats, and another early in October promoting distribution of the coats. The station itself organizes and mobilizes more than 200 volunteers who collect the coats at many locations throughout Spokane, see that they are professionally cleaned, and staff every one of the distribution points to help parents when they come looking for protection from the cold for their youngsters.

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Enhancing the Quality of Life in Our Communities

In Seattle, the hometown baseball team's slogan was "Refuse to Lose." KIRO-TV recognized the wealth of public service information for victims of domestic violence, so they decided to target the abusers in an attempt to change their behavior. The station joined with the Seattle Mariners to produce an anti-domestic violence campaign called "REFUSE TO ABUSE." The station produced educational public service announcements featuring several Seattle Mariner star players, and broadcast them heavily throughout their schedule, in addition to placing them in Mariner baseball broadcasts. The team also showed the spots during home games on the Diamond-Vision screen in the Kingdome.

KHQ-TV, Spokane felt so strongly that the United Way project, "SUCCESS BY 6" had made a huge impact in other communities, that the station bought the rights to SUCCESS BY 6 and donated it to the citizens of Spokane. Spokane's SUCCESS BY 6 on KHQ-TV focuses on getting children ready to learn by the time they're six years old. They've created Book Banks that are located in community centers throughout Spokane and every new mother in Spokane County gets a "Parent-Baby Reading Kit" to encourage reading to kids. KHQ-TV has invested hundreds of thousands of dollars in the acquisition of the project, producing and broadcasting public service announcements promoting SUCCESS BY 6 events, book drives, donation requests and supplying brass bookmarks supporting the entire effort.

The citizens of Yakima wanted a beautiful greenbelt where they could walk, bike, picnic and enjoy the Yakima River in its natural setting. When it was time to raise money to build the GREENWAY, they turned to KAPP-TV and KFFM Radio to spearhead the funding drive. KAPP-TV went to work as the exclusive sponsor of the Rotary Club Duck Race that benefits the GREENWAY, raising more than \$125,000 in the past 8 years. KFFM Radio's fundraiser for the GREENWAY is sponsorship and promotion of the "Gap to Gap Relay." They don't just promote the event; they broadcast live all-day and field a team of listeners to compete for prizes. The GREENWAY benefits so many people. It's important; it's a big deal for the people of Yakima.

Not every public service provided by a station involves life and death situations. Dick Pust, morning host and station manager of KGY-AM/FM, Olympia, has been helping his listeners develop and maintain their own sense of community for more than 31 years. Almost every single morning, Dick has community leaders and regular listeners on his show talking about public service or community activities that need tending to. The local Sweet Adelines plug their annual benefit show and sing a song live; the community gets to know the princesses from Olympia's Lakefair civic celebration, one princess a day, all morning long; Police Officer Ken Carlson talks about traffic, the location of the police speed radar for the day and gives a safety tip; local African-American ministers celebrate Black History Month. Dick says that it's not something he promotes; people just seem to know, if you want to get the word out or need help, he's available and so is his radio station.

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In Time of Crisis

By August 25, 1994, the second largest fire disaster in the history of Washington State had scorched more than 135,000 acres of Chelan County. KOZI-AM/FM, Chelan, expanded its coverage as the month-long emergency worsened. At its peak, the station stayed on the air 24 hours a day for 14 straight days, staffed by all 15 full and part-time employees, bolstered by 10 former employees. In addition to broadcasting the news and advisories in both English and Spanish, the station was the news source, fire spotter, community bulletin board, and relief effort coordinator. At one point, 200 servings of food walked in the door at the Red Cross Center, and hundreds of plastic jugs of drinking water for firefighters appeared along South Shore Road, after the station put out the word.

In the midst of the worst ice storm of the century, KXLY-AM found itself the only conduit for news and information in Spokane in November, 1996. Newspapers could neither publish nor deliver and power outages kept nearly all of the other radio and TV stations off-the-air. KXLY Radio threw out all regular programming and provided continuous news, safety tips, and information. The station acted as lifeline for more than 100,000 people without power who needed supplies or had to reach someone in an emergency. Often, the station connected people with the resources they needed over the air.

Above and Beyond the Call of Duty

KING-TV in Seattle worked with the University of Washington School of Medicine to produce a series of spots promoting CPR CLASSES. Thousands of viewers called to sign up for the classes, but one man did not. He was fishing and saw a fallen senior citizen surrounded by onlookers. He responded by giving the man CPR and saved the man's life. But he had never had any CPR training; he had learned what to do from the KING-TV PSA!

No organization is more in need of a good, persuasive sales piece than a charity. KAPP-TV in Yakima did not support UNITED WAY by only producing local spots and broadcasting a heavy schedule of UNITED WAY PSAs on-the-air. The station also produced a presentation video for UNITED WAY'S volunteers to take with them on solicitation calls to Yakima businesses. It provided UNITED WAY with the key tool to reach its annual fundraising goal.

When the news anchors at KHQ-TV saw their counterparts at the Oklahoma City NBC station wearing blue ribbons to express their sympathy for the victims of the Oklahoma City Federal Building bombing, they decided to do the same. Beginning with the 4:30 p.m. newscast, they told their Spokane viewers why. Immediately, the station's phone lines were jammed with viewers wanting to know where they, too, could get a blue ribbon. At 5 o'clock the station began handing out blue ribbons to every person who donated \$1 to the RED CROSS. In less than a day and a half, the station had raised more than \$100,000 for the RED CROSS relief efforts in Oklahoma City (and they had cleaned out the blue ribbon supply in Spokane).

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IV. Thanks!

“The Voices of the Citizens of Washington”

Washington’s broadcasters are immensely proud of the community service they perform every day, benefiting the 5.5 Million people of the state of Washington. But we thought you might be interested in hearing what people from our own communities have to say about the impact broadcasters have had on their lives.

The following is just a small sample of the many, many letters, phone calls, faxes, e-mails, in-person comments and other communications received by Washington broadcasters every day. It’s the only true measure of our success in being full-service members of our communities.

GARY LOCKE
Governor



STATE OF WASHINGTON
OFFICE OF THE GOVERNOR

P.O. Box 40002 • Olympia, Washington 98504-0002 • (360) 753-6780 • TTY/TDD (360) 753-6466

January 21, 1997

Patti Payne
Public Affairs Director
Entercom Seattle
1820 Eastlake Ave. East
Seattle, WA 98102-3711

Dear Ms. Payne. *Patti*

I would like to take this opportunity to thank the staff and management of Entercom Seattle for their continued support of the KIRO Foster Child Holiday Magic Program. This program has provided countless gifts and hours of "magic" for thousands of children in foster care. These children not only benefited by the gifts they received, but more importantly, by the message of caring sent by their community. The sense of belonging you have provided will help these children in their continued adjustments to out-of-home care.

I have been told that this was the ninth year for the holiday program and that it has grown every year. The growth is certainly due to Entercom Seattle's total commitment to making the holidays special for foster children. Obviously, the community has witnessed your commitment and enthusiasm and has responded to the call for help. I understand that 8,542 children in the western part of the state were sponsored. Additionally, \$30,000 has been raised to cover any special needs and children who entered foster care later in December. This is a remarkable response and you should all feel very proud for the service you have provided to children.

Your program stands as a model for public involvement. Please accept my sincere thanks to all of you and my recognition for your public service.

Sincerely,

Gary Locke
Gary Locke
Governor



PeaceHealth

St. Joseph
Hospital

January 9, 1997

Debbie Schuitema
Program Manager
KGMI
2219 Yew St. Road
Bellingham, WA 98226

Dear Debbie,

On behalf of our patients, staff and their families, I want to convey our heartfelt thanks for your team's vital communication role during the THE BIG SNOW. Nothing else in Whatcom County worked half so well!

Transportation was our biggest challenge. We barely got enough employees to the hospital to care for patients, even after closing for all but emergencies. We had difficulty getting reliable, up-to-the-minute road condition information from public agencies. Especially when the 4X4s became unavailable and before the National Guard was activated, we needed information on specific roads, so that staff could decide whether they should risk driving, snowshoeing, skiing or walking (some did!) to the hospital. Thanks to the KGMI connection, our staffing clerks and employees at home were able to get much of this detailed information from people out in the field.

Perhaps just as important, our folks as well as everyone else in the community felt a little less stranded, a little less frightened, being able to hear the voices of our friends at KGMI.

And finally, as a fellow Yew Street hill resident, I am in awe of your team members who made it to the top!!

Please convey our congratulations to your team for their outstanding performance.

Sincerely,

Judith A. Smith
Director, Community Relations



HOUSE OF REPRESENTATIVES

RESOLUTION

HOUSE RESOLUTION NO. 97-4645, by Representatives Romero, Wolfe, Alexander and DeBolt

WHEREAS, KGY Radio is one of the Northwest's oldest radio stations and is celebrating its seventy-fifth anniversary this year; and

WHEREAS, On April 4, 1922, the KGY call letters were issued to Father Sebastian Ruth, OSB, a Benedictine monk who taught at Saint Martin's College early in this century; and

WHEREAS, Father Sebastian thus received only the one hundred tenth set of call letters issued in the United States; and

WHEREAS, The first three years of KGY programming were aired from a shack on Saint Martin's campus; and

WHEREAS, After moving several times over the years, KGY settled into its current state-of-the-art facilities on the Olympia waterfront in 1960; and

WHEREAS, Newspaper person Sam Crawford began his sixteen-year tenure with the radio station in 1932 and pioneered radio newscasting in the region; and

WHEREAS, KGY's Archie Taft owned the station for a time in its early years and pioneered election coverage in the south Puget Sound region; and

WHEREAS, Olympia native Tom Olsen, who purchased the radio station in 1939, was a charter member of the Washington State Association of Broadcasters and helped organize the state's first wire service; and

WHEREAS, The late Mr. Olsen's daughter, Barbara Kerry, owns KGY AM/FM today; and

WHEREAS, KGY Radio is known for its thorough regional news coverage, as well as for its attention to local and professional sports; and

WHEREAS, KGY has provided wonderful local programming, live music, including a drive-in broadcasting studio, and a recording venue for the Fleetwoods, Olympia's own rock-n-roll legends; and

WHEREAS, Dick Pust, who started his storied KGY career in 1959, is a legend in broadcasting the likes of which are seldom seen; and

WHEREAS, This pioneer radio station is a tremendous asset to the region and a wonderful example for other media outlets to follow;

NOW, THEREFORE, BE IT RESOLVED, That the House of Representatives salutes KGY Radio and the continuing radio excellence of its staff and management today, as well as the radio excellence of the many men and women who have called KGY Radio home in years past; and

BE IT FURTHER RESOLVED, That copies of this resolution be immediately transmitted by the Chief Clerk of the House of Representatives to KGY President Barbara Kerry and to her team of radio professionals at KGY Radio.

I hereby certify this to be a true and correct copy of
Resolution 4645 adopted by the House of Representatives
April 22, 1997.


Timothy A. Martin, Chief Clerk

ELLIS T. GRAVETTE, JR.

August 19, 1994

Governor Mike Lowry
State of Washington
State Capitol
Olympia, WA 98504

Dear Governor:

I am enclosing a copy of a letter I am sending to the Federal Communications Commission about our local radio station, KOZI AM & FM.

As a resident of Chelan and the State of Washington I feel you should be aware of, if you are not, the extremely fine service this local radio station provided to the many residents who live within the vicinity of the fires that have taken such a toll on our public and private lands. During my 60+ years of listening to radio I have never heard a more dedicated, resourceful, and honest reporting of a dangerous and tragic event.

This station did not do a news interpretation, which is so often the fault of reporting, but instead gave its listeners information direct as it was receiving it from its reporters and those being interviewed. A fresh and positive change from the norm.

I know of no award given for public service to radio but if there is such acknowledgement then KOZI is certainly entitled to every consideration. You, as Governor, can also be proud of the service provided by this broadcaster.

Sincerely,





Cheryl Chow
Councilmember

Seattle City Council

October '96

Barbara,

Thank you for inviting me
to participate in KOMO's Kids'
Save promo! I think KOMO has
made a huge difference in the
lives of lots & lots of kids & families!
Together we are making a
positive difference! Cheryl



905 Spruce Street
Seattle, Washington 98104
206 • 461 • 3660

August 13, 1997

Ms. Joyce Taylor
KIRO-TV
2807 Third Avenue
Seattle, Washington 98121

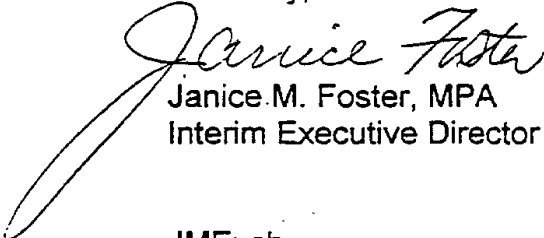
Dear Joyce:

I just wanted to make you aware that the public service announcement that you completed on behalf of Seattle Emergency Housing Services, has resulted in an absolutely wonderful donation.

A KIRO viewer who also manages the Leather Center furniture store, saw the announcement and felt compelled to donate to our agency, a beautiful leather sofa valued at \$2400. It's currently placed in our program office, so you'll have to plan to stop by and admire it when you're with us for "Family Fun Day."

We're most appreciative of the KIRO-TV public service campaign and as you can see, it's clearly yielding results. Thanks again Joyce for your continued support!

Sincerely,


Janice M. Foster, MPA
Interim Executive Director

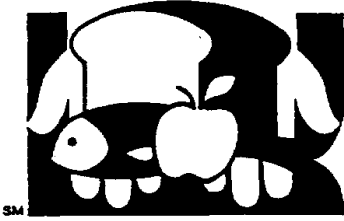
JMF: sb

cc: Judi Sladky, KIRO-TV Community Relations Manager
Deborah Buckley, SEHS Board Chairperson
Alice Gregory, SEHS Development Director



A United Way Agency

Helping Homeless Families Since 1972



Northwest Harvest

Fighting Hunger in Washington Since 1967

Ruth M. Velozo
Executive Director

Distribution Centers in Seattle, Grays Harbor, Yakima, and Stevens County

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(206) 625-0755 • 1 (800) 722-6924 • Fax: (206) 625-7518 • www.northwestharvest.org

March 25, 1997

Judy Sladky
Community Relations Manager
KIRO TV
2807 Third Avenue
Seattle, WA 98121-1260

Dear Judy:

Thank you for helping the needy through Northwest Harvest by airing our new public service announcements. The air time you donated has raised awareness of the problem of hunger in our community and increased the number of calls offering help.

Northwest Harvest distributes food to approximately 280 hunger programs across the state. In an average month, we and our member programs provide more than 500,000 services to people living in poverty. Nearly half are children.

Over the years, KIRO has always been there for them. In your news, you have provided in-depth coverage of the issues of poverty and hunger. In your public service efforts, you have given the community a way to help the less fortunate in a meaningful and visible way.

We are grateful that KIRO continues to make a positive difference in this community by reaching out to people suffering hard times. On their behalf, we thank you.

Sincerely,

Ruth M. Velozo
Executive Director

RMV:eh

OP-ED

Chelan station fire coverage radio journalism at its best

This is talk radio with some-thing to say that's worth hearing. KOZI in Chelan, "the biggest mouth in town," as news director and part owner Steve Byquist puts it, is the unifying nerve center for the community's battle with the Type fire that last week roared up from Entiat and raced down the hillside to within 100 yards of the south shore of Lake Chelan's resort community.

The station's performance has been an exemplary reminder of radio journalism at its best, of just how good radio can be at performing a community service. When the awards for excellence in broadcast journalism are passed out this year, KOZI should rank at the top.

Unlike other "big mouths" that shout inflated, irresponsible alarms over the airwaves and on TV screens, KOZI's approach to the frightening 100,000-acre-plus wildfire that firefighters still are holding at bay on the hillside across the lake has been anything but mouthy. It is calm, careful and highly informed.

These guys are real pros. "We try to play it down," explains station manager Ray Dobbs, a former Bay Area newspaper man. "Your energy lets you make this a real story. We try to take a breath before we open the microphone," he adds. The emphasis is on "What do people need to know that's going to protect them?"

THAT VITAL information has been beamed from the station's second-story perch in downtown Chelan to Wenatchee and up to the Methow Valley. Dobbs, Byquist and the other owner, Jerry Isenhardt, have directed a crew of a dozen reporters

— most of them not trained journalists — filing stories from remote locations 24 hours a day since noon on July 25; normally the station does not broadcast live from Chelan at night. They've covered the blaze like a blanker, filing up-to-the-minute live reports from remote locations. Among the staffers are former employees who have returned to help out, free of charge, for the duration. With on-air apologies to their advertisers — "We'll make it up to you!" — some KOZI news gatherers are putting in nearly 18-hour days to broadcast the latest information to residents, who know they can trust KOZI to give them straight information — just how good radio can be at performing a community service. When the awards for excellence in broadcast journalism are passed out this year, KOZI should rank at the top.

But Byquist also has worries about the butte. So he asks Haskins what he describes as a "reliable" question on the "proposed plan for the top of Chelan Butte." If the butte goes, it will take all telephone calls. "I get tired of hearing for the firefighters' efforts. I get tired of hearing for day. Another call, as many do, to express gratitude wants to know if KOZI will be flying over the fire that can you tell me what's happening there?" Another caller is worried about his house at Navarre Coulee: the station and Byquist are still on the air. One caller is worried about his house at Navarre Coulee: the station and Byquist are still on the air. One caller is worried about his house at Navarre Coulee: the station and Byquist are still on the air.

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Early Saturday morning, after an anxious night in town without communication and some broadcasting capability with it, leaving the caller is worried about his house at Navarre Coulee: the station and Byquist are still on the air. One caller is worried about his house at Navarre Coulee: the station and Byquist are still on the air.

He and his KOZI co-workers seem to have an uncommon, welcome appreciation for the responsibility that entails. ■ Solveig Torvik is a member of the Post-Intelligencer Editorial Board.

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Solveig Torvik

R.C.
7-24-97

July 20, 1997

To the FEMA Staff and Management,

On behalf of the Lewis County Chapter, American Red Cross I would like to say thank you for your support, accurate reporting and attention to details. It is always a pleasure working with you and this was no exception.

Because of the support and generosity of Lewis County, we will be able to recover from the disaster that struck on Friday, July 11th and continue to provide vital services to our community.

Sincerely,
Connie Small



American
Red Cross

Brian

Everyone Will Miss you

I really hate to see you go;

I love to watch you on my Favorite show;

On fox Kids Club I did learn;

A true friend i must earn;

Respect and feelings of all others;

I'd like to have you as my Brother;

To the big city you must go;

I'll miss you more then You'll Know;

So While your away i hope you know;

I really enjoyed you on the show;

You told us the importance of reading books;

The library you got us all hooked;

I wont say goodbye to you my friend;

Instead See you later I hope to see you again;

Amanda George---10

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The Salvation Army

Yakima Corps • P.O. Box 2782 • Yakima, WA 98907

Majors David & Deanna Sholin • Corps Commanding Officers • Tel.: (509) 453-3139 • Fax: (509) 453-8183

FAX NOTICE

To: Dale Carpenter

From: Major David Sholin (509) 453-8183

RE: "JOCK IN THE BOX"

I will be finalizing a letter to you tomorrow in regard to Jock-In-The-Box. With the demands of everything we do until Christmas, many of the details and acknowledgments become bring-up items for the beginning of the new year.

In looking over the donated material, I have estimated that the gift-in-kind value stands at \$37,000. This includes clothing; furniture; food; and, toys that were given to The Salvation Army. In addition, the total cash donations amounted to \$1,241.

The combined contribution of \$38,241 from the listeners of KFFM Radio is greatly appreciated by The Salvation Army. This helps us greatly in the services we give to many of our community's needy, who rely upon us to help in their time of need. Need has no season.

WE COULD NOT DO OUR JOB WITHOUT YOUR SUPPORT.

Thank you for all that you are doing.

I am looking forward to working with you, as you lead on our Advisory Board.

God bless you.